

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KUTV-TV Salt Lake City-Ogden	Date: 10/29/2012
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I, Media Strategies and Research,
 being on behalf of: Jim Matheson, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Congress
 in the General
 election to be held on: Tuesday, November 06, 2012
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Tuesday, October 30, 2012			Tuesday, November 06, 2012		

Total Charges: \$8,420.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Matheson for Congress

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Allen Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, October 29, 2012

Date



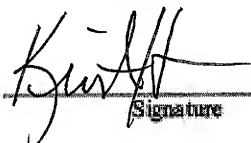
Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature

KRISTEN HENDERSON

Printed Name

POLITICAL ADVERTISING SPECIALIST

Title



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Contract # 1402512

Schedule Dates 10/30/12-11/06/12
Advertiser Matheson for Congress (73730)
Agency Media Strategies & Research-Denver (1374)
Product POLITICAL CANDIDATE (ns) (1186)
Brand October 30 through November 6 KUTV (482998)
Salesperson Henderson, Kristen (2948)
Sales Office KUTV/KMYU
Buyer Name /
Phone/Fax /
CPE 12998
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Date Entered 10/29/12
Last Modified 10/29/12
Entered By Chantrayce Diehl
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$1,263.00
Net Total \$7,157.00
Sales Tax

Salt Lake City (KUTV)

By Broadcast Month	Spots	Rate
Nov. 2012	30	\$8,420.00
Grand Total:	30	\$8,420.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News	10/31/12-11/02/12	3	:30	5A- News-2 News This Morning 5a				1		1			2	\$100.00	\$200.00	Salt Lake City (KUTV)		10/29/12
2.0	Normal Line / News	10/30/12-11/01/12	1	:30	5:30A- News-2 News This Morning 530a			1		1				2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/29/12
3.0	Normal Line / News	10/30/12-10/31/12	3	:30	6A- 8A (MST)			1	1					2	\$275.00	\$550.00	Salt Lake City (KUTV)		10/29/12
4.0	Normal Line / News	11/05/12-11/05/12	3	:30	6A- 8A (MST)		1							1	\$275.00	\$275.00	Salt Lake City (KUTV)		10/29/12
5.0	Normal Line / SPOT	10/30/12-11/02/12	3	:30	8A- CBS-This Morning (New Title)			1		1	1			3	\$135.00	\$405.00	Salt Lake City (KUTV)		10/29/12
6.0	Normal Line / SPOT	11/05/12-11/06/12	3	:30	8A- CBS-This Morning (New Title)		1	1						2	\$135.00	\$270.00	Salt Lake City (KUTV)		10/29/12
7.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	8A- CBS-News Sunday Morning								1	1	\$300.00	\$300.00	Salt Lake City (KUTV)		10/29/12
8.0	Normal Line / News	11/05/12-11/05/12	3	:30	12P- News-2 News at Noon		1							1	\$135.00	\$135.00	Salt Lake City (KUTV)		10/29/12
9.0	Normal Line / SPOT	10/30/12-11/02/12	5	:30	3P- Ricki Lake			1	1	1	1			4	\$125.00	\$500.00	Salt Lake City (KUTV)		10/29/12
10.0	Normal Line / SPOT	11/05/12-11/05/12	5	:30	3P- Ricki Lake		1							1	\$125.00	\$125.00	Salt Lake City (KUTV)		10/29/12
11.0	Normal Line / News	10/30/12-11/01/12	3	:30	4P- News-2 News at 4p			1	1	1	1			2	\$175.00	\$350.00	Salt Lake City (KUTV)		10/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

PAYMENT RECEIVED



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Contract

1402512

Schedule Dates

10/30/12-11/06/12

Advertiser

Matheson for Congress (73730)

Agency

Media Strategies & Research-Denver (1374)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

October 30 through November 6 KUTV (482998)

Salesperson

Henderson, Kristen (2948)

Sales Office

KUTV/KMYU

Buyer Name

/

Phone/Fax

12998

CPE

Standard

Account Types

Local/Political Candidate Agency BRD

Billing Type

Standard

Comments

Media Strategies & Research-Denver
1580 Lincoln St
Ste 510
Denver, CO 80203-1507

Date Entered 10/29/12

Last Modified 10/29/12

Entered By Chantryce Diehl

CO-OP No

Headline #

Demo Normal

Order Type

Package Deal

Commission % 15.00

Commission \$1,263.00

Net Total \$7,157.00

Sales Tax

Salt Lake City (KUTV)

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Nov. 2012 30 \$8,420.00

Grand Total: 30 \$8,420.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / News	11/05/12-11/05/12	3	:30	4P- News-2 News at 4p	1	1							1	\$175.00	\$175.00	Salt Lake City (KUTV)		10/29/12
13.0	Normal Line / News	10/31/12-11/02/12	3	:30	4:30P- News-2 News at 430p				1		1			2	\$200.00	\$400.00	Salt Lake City (KUTV)		10/29/12
14.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	6:30P- Entertainment Tonight				1					1	\$475.00	\$475.00	Salt Lake City (KUTV)		10/29/12
15.0	Normal Line / Prime	10/30/12-10/30/12	5	:30	7P- CBS-NCIS (Tuesday)		1							1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)		10/29/12
16.0	Normal Line / News	11/03/12-11/03/12	5	:30	10P- News-2 News at 10p						1			1	\$500.00	\$500.00	Salt Lake City (KUTV)		10/29/12
17.0	Normal Line / News	11/04/12-11/04/12	3	:30	10P- News-2 News at 10p							1		1	\$900.00	\$900.00	Salt Lake City (KUTV)		10/29/12
18.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	10:35P- CBS-The David Letterman Show				1					1	\$285.00	\$285.00	Salt Lake City (KUTV)		10/29/12
19.0	Normal Line / Football	11/03/12-11/03/12	3	:30	7P- 10P (MST)							1		1	\$375.00	\$375.00	Salt Lake City (KUTV)		10/29/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



Station Order Revised Add to Schedule

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, October 30, 2012 to Tuesday, November 06, 2012

12998

Contact: Kristen Henderson

Phone: 801-839-1234

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

Program Name	DP	Days Length	Gross Rate	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
KUTV 5a News	EM	M-F	\$100.00		1		1					2
5:00 AM 5:30 AM		30	\$200.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
KUTV 5:30a News	EM	M-F	\$350.00	1		1						2
5:30 AM 6:00 AM		30	\$700.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
KUTV 6a News	EM	M-F	\$275.00	1	1					1		3
6:00 AM 8:00 AM		30	\$825.00									
CBS This Morning	EM	M-F	\$135.00	1		1	1			1	1	5
8:00 AM 9:00 AM		30	\$675.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
CBS Sunday Morn	EM	Su	\$300.00						1			1
8:00 AM 9:30 AM		30	\$300.00									
Highly pre-emptible at LUR per KUTV. Move to L2												
KUTV Noon News	DT	M-F	\$135.00							1		1
12:00 PM 1:00 PM		30	\$135.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Ricki Lake	EF	M-F	\$125.00	1	1	1	1			1		5
3:00 PM 4:00 PM		30	\$625.00									
KUTV 4p News	EN	M-F	\$175.00	1		1				1		3
4:00 PM 4:30 PM		30	\$525.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
KUTV 4:30p News	EN	M-F	\$200.00		1		1					2
4:30 PM 5:00 PM		30	\$400.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Ent Tonight	PA	M-F	\$475.00		1							1
6:30 PM 7:00 PM		30	\$475.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
NCIS	PT	Tu	\$1,500.00	1								1
7:00 PM 8:00 PM		30	\$1,500.00									
Saturday 10p News	LN	Sa	\$500.00					1				1
10:00 PM 10:35 PM		30	\$500.00									

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/29/2012 4:12:48 PM

KUTV-TV

Page 1 of 2

suzannel@mediastategies.com



Station Order Revised Add to Schedule

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Estimate ID

Flight Dates: Tuesday, October 30, 2012 to Tuesday, November 06, 2012

12998

Contact: Kristen Henderson

Phone: 801-839-1234

Email: KHenderson@kutv2.com

Fax: 801-839-1101

Direct: 801-839-1119

KUTV-TV

Program Name	DP	Days Length	Gross Rate	Tue Oct 30	Wed Oct 31	Thu Nov 01	Fri Nov 02	Sat Nov 03	Sun Nov 04	Mon Nov 05	Tue Nov 06	Total
Sunday 10p News	LN	Su 30	\$900.00						1			1
10:00 PM 10:35 PM			\$900.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Letterman	LF	M-F 30	\$285.00		1							1
10:35 PM 11:35 PM			\$285.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
NCAA Football	SP	Sa 30	\$375.00					1				1
7:00 PM 10:00 PM			\$375.00									
11/03: Alabama vs LSU												
Station Gross Totals			\$8,420.00	6	6	4	4	2	2	5	1	30

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					Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
KUTV 5a News	EM	M-F	30	\$100.00 <i>OK</i>		1		1					2
5:00 AM 5:30 AM			30	\$200.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear													
KUTV 5:30a News	EM	M-F	30	\$150.00 <i>1350</i>	1		1						2
5:30 AM 6:00 AM			30	\$300.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear													
KUTV 6a News	EM	M-F	30	\$275.00 <i>OK</i>	1	1					1		3
6:00 AM 8:00 AM			30	\$825.00									
CBS This Morning	EM	M-F	30	\$135.00 <i>OK</i>	1		1	1			1	1	5
8:00 AM 9:00 AM			30	\$675.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear													
CBS Sunday Morn	EM	Su	30	\$300.00 <i>OK</i>						1			1
8:00 AM 9:30 AM			30	\$300.00									
Highly pre-emptible at LUR per KUTV. Move to L2													
KUTV Noon News	DT	M-F	30	\$135.00 <i>OK</i>							1		1
12:00 PM 1:00 PM			30	\$135.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear													
Ricki Lake	EF	M-F	30	\$125.00 <i>OK</i>	1	1	1	1			1		5
3:00 PM 4:00 PM			30	\$625.00									
KUTV 4p News	EN	M-F	30	\$175.00 <i>OK</i>	1		1				1		3
4:00 PM 4:30 PM			30	\$525.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear													
KUTV 4:30p News	EN	M-F	30	\$200.00 <i>OK</i>		1		1					2
4:30 PM 5:00 PM			30	\$400.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear													
Ent Tonight	PA	M-F	30	\$475.00 <i>OK</i>		1							1
6:30 PM 7:00 PM			30	\$475.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear													
NCIS	PT	Tu	30	\$1,500.00 <i>OK</i>	1								1
7:00 PM 8:00 PM			30	\$1,500.00									
Saturday 10p News	LN	Sa	30	\$500.00 <i>OK</i>						1			1
10:00 PM 10:35 PM			30	\$500.00									

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10:00 PM 10:35 PM			\$900.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
Letterman	LF	M-F 30	\$285.00 <i>OK</i>		1							1
10:35 PM 11:35 PM			\$285.00									
Sold Out at LUR per KUTV. Lowest Rate to Clear												
NCAA Football	SP	Sa 30	\$375.00 <i>OK</i>					1				1
7:00 PM 10:00 PM			\$375.00									
11/03:Alabama vs LSU												
Station Gross Totals			\$8,020.00	6	6	4	4	2	2	5	1	30

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KUTV-TV

Page 2 of 2

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